

C. of C. Met Monday Night

The regular monthly meeting of the Farmington Chamber of Commerce was held Monday night. Owing to the stormy weather the attendance was unusually small, but nevertheless the meeting proved to be of unusual interest. Several chairmen made reports from their departments of work, but generally work had not progressed owing to prevailing conditions which only time could change.

R. L. Allen then presented G. S. Brickey as an old friend, whom he knew in Marianna, Ark., Mr. Brickey having made an unusually successful record as secretary of the Chamber of Commerce at that place, later going to Beaumont, Texas, and later to Houston, in both of which places he met with unprecedented success in Chamber of Commerce work. Mr. Allen said he thought a talk from Mr. Brickey would prove to be elucidating and instructive to those present.

The talk that Mr. Brickey made was even more than Mr. Allen suggested it might be, as it was truly edifying and entrancing. While he gave utterance just as the thoughts occurred to him, having had no idea of making a speech, the brief time he occupied should have been the most profitable to those present of any similar amount of time that has ever been given over to such endeavor. His talk was simply full to overflowing with splendid and practical suggestions, which could be used to advantage in the local organization. The speaker showed a most unusual breadth of knowledge of Chamber of Commerce work, and if the Farmington Chamber does not profit from Mr. Brickey's meaty talk, then will the membership prove their lack of vision.

Farm Bureau Notes

What Are You Doing?

Don't buy a good purebred bull and not have one. If you use a scrub or grade bull, you lose enough in one year to pay for a purebred. If you use a scrub you are not disappointed because you do not expect much. If you use a grade you are disappointed, because you expect something and get nothing. You expect nothing from the scrub; you get less; you expect something from the grade and get nothing. A bred-for-production sire neither disappoints you nor loses you money, but increases the quality and production of your herd, and you take pride in having one.

Purebred sires increased milk and butter production as follows:

Dams—Milk 3,660 pounds; fat, 172 pounds.

Daughters—Milk, 5,999 pounds, or 64 per cent increase; fat, 261 pounds, or 52 per cent increase.

Grand-daughters—Milk, 8,402 lbs., or 129 per cent increase; fat, 354 pounds, or 109 per cent increase.

The results were averages of 23 lactation periods for dams, 21 lactation periods for the daughters, and six lactation periods for the grand-daughters. The different dairy breeds used in this test carried on at the Iowa Experiment Station, were Holsteins, Guernseys and Jerseys.

The quality of the herd of your cattle ten years from now depends largely upon the kind of a bull you keep. If you keep a scrub bull, your cattle ten years from now will be scrubs, regardless of what they are now. If you use a grade bull your cattle will be low grades or scrubs in 1923. If you use a good purebred bull, in 1932 you will have an excellent herd of high grades. Are you going to breed your cattle up or down? You answer this one way or another.

Radi-grams Up to Date

Wireless Reports by Missouri College of Agriculture:

April 7.—To make the most of Arbor Day, the tree planter should observe the following precautions. Smooth bruised ends of roots. Dig hole big enough so roots can be spread naturally. Cover with loose soil and tramp in firmly. Prune tops of all trees except evergreens to correspond with pruned root system.

April 8.—Rush of farm work resulting from the backward season increases danger of injury to work animals by poorly fitted collars. Close-fitting hard collars without pads have proved safest at the Missouri Experiment Station. Keep collar clean and bathe sore shoulders with one part tannic acid in four parts vaseline.

Are Planting Better Seed

More than 50,000 acres of Missouri's 1921 corn crop grew from tested seed in localities where county agricultural agents were at work, according to P. H. Ross, County Agent Leader. In exact figures, tested seed was planted on 53,921 acres. Better methods of corn growing were put into effect on 68,197 acres. For last spring's planting in county agent counties 7,967 farmers used corn selected according to the standards rec-

Bond Are Now Taxable Property

The Missouri Supreme Court in March handed down a decision declaring the law that has been on the statute books for some time, providing that municipal, school, drainage and ditch bonds are not assessable, to be unconstitutional, and declaring that all such assets are subject to taxation for all purposes.

This decision of the State Supreme court will increase the assessed wealth of the county very materially, as there are large amounts of such bonds owned in St. Francois county. It is this manner of "hidden wealth" that has additional weight to the burden of the taxpayers who have been paying taxes on all their possessions.

While that decision of the Supreme Court will doubtless be criticised by those that provision has heretofore been protecting, such decision is eminently fair to all the people, and the higher court will be generally applauded in this matter, even though that tribunal will doubtless be vigorously censured by those who have been keeping large wealth under cover by such supposed law.

commended by the College of Agriculture. By these standards 3,100 farmers had selected the previous fall. And yields from pure tested seed of recommended varieties last year averaged 50.4 bushels an acre; while the state averaged from all kinds of seed corn, only 31 bushels.

Utility Points in Cows.

"The man does not live who can pick the good cows from the poor ones without ever making a mistake," says W. W. Swett, of the Missouri College of Agriculture. "Even the best judges sometimes make a mistake. But there are certain points about the dairy cow that are almost always associated with high production."

The udder should be deep, wide and long with good attachments. It should be evenly developed, level on the floor and equipped with teats of good and uniform size, symmetrically placed. It should also be soft and pliable, indicating that it consists of secreting cells rather than flesh.

A good set of milk veins indicates that the udder is well supplied with blood. Long, crooked milk veins entering large wells or openings through the body wall are usually associated with high production.

A cow cannot be a maximum and continuous producer unless she has a strong constitution. Vitality and strength of constitution are indicated by broad, open nostril, and a chest which is deep and broad.

Feed capacity is essential. In order to produce heavily, a cow must consume large quantities of feed and water. A barrel which is long, broad and deep indicates a large capacity and good production. A large cow nearly always has the advantage in production, provided she is not deficient in other points.

Alertness in temperament is an asset, and a sluggish cow is seldom a high producer. Dairy temperament includes those characteristics which indicate that the cow's feed is used for the production of milk rather than for body fat. Angularity, prominent points, lack of heaviness and flesh, and the presence of the triple wedges are good indications. Quality refers to the handling of pliability of the hide, the refinement of bone, and the character of the animal, which cannot be described but which have to be seen to be appreciated.

Lime Pays at Present Cost.

Some farmers who would like to use lime on their land hesitate to do so because of present rather low value of farm products. Encouraging assurance on this point, however, comes from P. F. Schwenker of the Missouri College of Agriculture, who backs up his statement with definite figures.

The Missouri Experiment Station has been conducting experiments with the use of limestone for a number of years on several different types of soil in the state. The average increase in the yield of corn, oats, wheat and clover from the application of limestone has been sufficient to pay a good net profit on the cost of liming under present economic conditions.

The average of all these experiments shows that \$1 invested in liming has returned \$1.50 in actual crop increase. In this calculation the cost of lime is figured at \$4 per ton spread on the land, including cost of lime, freight, hauling and spreading. The crop values are figured as follows: corn 40c per bushel, oats 30c per bushel, and clover hay \$10 per ton. Limestone can be applied in a great many communities at a cost of \$4 or less per ton. If farmers have soils that need lime to make clover succeed, it will be a paying proposition to apply the lime now.

This is the time to begin cleaning up and painting up.

STUDEBAKER SPECIAL SIX FIRST PRIZE IN CAMPAIGN FOR INCREASED CIRCULATION

The Farmington Times to Stage the Greatest Salesmanship Campaign Ever Seen in Southeast Missouri

The Farmington Times announces the most liberal campaign ever inaugurated in this section of Missouri. The campaign will be known as the "Salesmanship Club," and will cover all of Farmington, St. Francois county and vicinity.

The "Salesmanship Club" is just what its name implies.

Potentially we are all star salesmen lacking only the one big opportunity to turn this natural gift into profit. You may have latent powers within you, which when developed will lead to heights of achievement and affluence.

Without investing one cent—now or later—The Farmington Times offers energetic men, women and young people of St. Francois county and vicinity an opportunity to test their abilities in salesmanship. Experience is not necessary. All that is required is a little well directed energy.

Wages to Be High.

One salesman or saleswoman will be paid \$275 a week for his or her time during the next six weeks. Another will average nearly \$100 per week, and others from \$15 up per week—all for spare time effort.

The easiest thing to sell in Missouri is subscriptions to The Farmington Times.

Whatever selling ability you possess can be tested now—with absolutely nothing to lose, but with tremendous profits to be gained.

While The Times is already supreme in its field, and enjoys a large circulation, its scope of usefulness can be greatly increased by the addition of several thousand subscribers.

To accomplish this end quickly and at the same time give friends and readers an opportunity to profit in a big way, The Times offers \$3,000 in prizes and cash commissions to ambitious, hustling men, boys and girls, in this territory in exchange for a little well directed effort during the next few weeks.

Salesmanship Can Be Developed.

The art of salesmanship is being expounded by all the leading business concerns in the country today. The Times has decided to use this method to increase its list of readers and the liberal rewards, and cash commissions offered, are of such value as to attract the interest of many representative citizens in the territory covered by this paper.

An Unusual Campaign.

This is not a "Popularity" or beauty contest. It is a test of SALES-MANSHIP ability and every one entering the club, and who continues actively for just six short weeks, will be richly paid for every effort put forth. There will be no losers in this campaign. Everyone wins—either a prize or a commission check to each active salesman, the commission being 20 per cent of all moneys collected.

Prize List a Big One.

The prize list is exceptionally liberal and unusually attractive. The grand Capital Prize is a brand new 1922 Model Studebaker Special Six, valued at \$1,650, purchased of the T. C. Moon Tire and Motor Co., Bonne Terre, Mo. Everybody is familiar with the slogan, "This is a Studebaker Year," and in keeping with this slogan The Times is offering the Special Six. It is one of the best sellers in this part of the United States and has a world of power which will never fail to take you "there and back."

The second prize in this liberal campaign is a new Ford Roadster, valued at \$376.88. This car needs no introduction to the motor public and was purchased from the Bismarck Motor Co., Bismarck, Mo.

The third prize is a dandy Columbia Grafonola valued at \$150 and purchased from the Davis Music Co.,

Farmington, Mo. A phonograph is an instrument that will grace any room in the house, and there is no end to the pleasure to be derived from this beautiful Columbia machine.

The fourth award is a 2,000 mile rail trip—a thousand miles going and a thousand miles coming back. Select your own destination a thousand miles from your home and get transportation there and back again. Or, if preferred, you may transfer the trip to a friend or relative and have him or her come and visit you in your own home town. The cash equivalent will be given the winner of this award if desired.

The fifth award is a lovely 26-piece set of Alvin Silverware, valued at \$45, and purchased of the Tetley Jewelry Co., Farmington, Mo., and a prize anyone would be proud to own.

The sixth prize is a lovely Elgin Bracelet Watch that might well grace the wrist of an heiress and was purchased of the Tetley Jewelry Co., Farmington, Mo.

The seventh prize is an Eastman 2C Kodak, and the eighth prize is a beautiful Cameo Brooch.

Besides the liberal awards offered, all active club members who fail to win a prize will be given cash commission checks—20 per cent of all moneys collected. This, in itself, is a liberal business proposition. There will be no losers—everybody wins. If you fail to win one of the prize awards, and remain active throughout the campaign, \$1 out of every \$5 collected goes into your pocket.

Campaign Short and Snappy.

The campaign will not be a long, drawn-out affair, extending over a period of months, but is of six weeks duration only, opening Friday, April 14, and closing Saturday, May 27, 1922. Think of being able to secure in six short weeks prizes what would ordinarily require months, even years of saving and self-denial to acquire. Yet that is exactly what The Times is offering you for a few weeks of your time and interest.

Open to All.

This "Salesmanship Club" is open to every ambitious man or woman, married or single, old or young, in town or the territory within a radius of 50 miles.

It is not even necessary to be a subscriber to The Times to become a member of the Salesmanship Club. It will not cost you a cent—either now or later. The prizes are FREE and they will be given to the club members who develop the best salesmanship ability that counts. The biggest bank accounts belong to the best salespeople. Every person is a natural born salesman—some better than others—but all can sell if they try. This is an opportunity for you to cash in on your ability. You may surprise even yourself, for it is exceptionally easy to sell subscriptions to The Farmington Times.

Fairness to All.

That the Salesmanship Club will be above suspicion as to fairness goes without saying, but—

To doubly insure fairness an Advisory Board comprised of prominent citizens, whose names appear in the double page adv. in this issue, has been appointed. This board will make the awards and act in an advisory capacity if any question of moment arises.

The campaign will also be brought to a close with a sealed ballot box placed in a local bank. No one—not even the Salesmanship Club manager—can possibly know how many credits any club member has secured, thus absolutely precluding possibility of unfairness or partiality.

Club Headquarters.

The Times Sales- manship Contest

The Times is putting on another subscription contest, detailed announcement of which will be found in this issue. This contest will be conducted by the Brayton Syndicate of Chicago, which is the oldest and most reputable company in the business. This fact alone is sufficient guaranty of the high order and absolute fairness of this contest. But, in addition, The Times offers its own personal guarantee to all prospective contestants that they will be treated most courteously throughout the contest, and with absolute fairness.

As a further indication of the high plane on which this contest will be conducted it is only necessary to state that eight valuable prizes will be offered, the capital prize being a Studebaker Special Six, which until recently sold for over \$2,000, but which now sells for \$1,650. This car has been purchased from the T. C. Moon Tire & Motor Co., of Bonne Terre, where this splendid car can soon be seen in their show window.

The Times management thought at the close of its contest in 1918 that it would never again put on such an enterprise, owing to the trouble that ensued after the close of that contest, over which this paper had absolutely no control. But now, owing to that very fact, we have decided to try it again, to show that a high-grade work of this kind can be consummated to the credit, rather than to the discredit, of the paper. We think enough of the proposition to offer a prize list for competitors aggregating practically \$3,000. That, we feel, is sufficient guarantee of our good faith, and should enlist the efforts of the best possible class of contestants.

Bids Received for Road Construction

The County Court yesterday morning opened several bids that had been received for the construction of one and 94-100 miles of road between Bismarck and Elvins. A few agreements are yet to be made before the contract is awarded.

The three bids opened were as follows: Richardson, of DeSoto, \$16,226.67; Ferman Odell, of Farmington, \$15,704.78; Ramsey, Reynolds & Blocker, of Ste. Genevieve, \$19,685.91. The engineer's estimate on this work was \$19,970.28.

Ed Turley was a visitor in Bonne Terre last week.

Headquarters for the Salesmanship Club are at The Times office, where the manager of the club will be pleased to give complete information about the campaign and assist club members and their friends in this selling campaign. Club members residing outside of the city of Farmington will receive the same fair, impartial and helpful treatment as those living within a few blocks of The Times office.

Write, call or phone the Salesmanship Club department of The Times for details, working outfits and helpful information. The Times is conducting the campaign and this is a personal invitation from the publishers for YOU to participate.

Early Start Means Much.

The campaign is of such short duration that immediate action is necessary if you wish to capture one of these fine automobiles or one of the other valuable prizes. Do not wait to see what the other fellow is going to do, but pitch right in and show the other fellow how to do it. Remember this is not a popularity contest. It is a straightforward business proposition. Some one will win the lovely Studebaker Special Six touring car offered as the GRAND AWARD for only six weeks' effort—and that some one may as well be you. In any event you can't lose by trying, as every active club member will be paid for his or her time.

Send us your name at once. Participants are expected, and urged, to send in their own membership blanks. This is not a "please vote for me" proposition; it is a salesmanship test to the 'Nth degree and the best salespeople, men and women, of determination, hustle and stick-to-itiveness will be paid for their time as they never dreamed of being paid before.

Call at The Times office, phone or write today—NOW—right at the beginning of the campaign. An early start is half the battle won.

For Industrial Training School

The movement recently placed on foot to turn the Carleton College property in this city into an Industrial Training School for ex-service men is being received in this community with greatest enthusiasm. And it is certainly right that such a movement should be so received, as it impresses The Times that this is the best use to which that property could be put that has offered since the former college was closed.

While nothing definite has as yet been heard from the governmental authorities, there is no doubt in the minds of those at the head of this movement that the governmental approval will be secured just as soon as the matter is reached by the proper authorities, as the government is looking for just such opportunities to open schools for the purpose of giving ex-service men vocational training, many of whom are now in waiting to receive such a boon.

Soon as the government's approval is received, it will require only a short time to open and fill the school with all the students this city can find housing for. It is expected to open with perhaps fifty ex-service men from this section of the State, and increase the number to a hundred, or even to two hundred, soon as quarters can be found for them. Single men who will attend this school will draw from the government monthly pay of \$100, and married men will draw as high as \$150 per month, besides their tuition, which will amount to about \$22.50 a month, so it will readily be seen that each student will be a real asset to this community.

Real Purpose of C. of C. Endeavor

What is the real purpose of Chamber of Commerce endeavor? The Times believes that a correct answer to that question would be really enlightening to some, who may be members even of the local organization. At least it would afford them the truth, whether or not they have either the desire or ability to properly apply such information.

The Times editor has had considerable experience with community work and endeavor, extending over a term of years, and from all we have been able to absorb and assimilate it is quite apparent that the main purpose of any such community organization is to build and add additional stimulus to the growth and prosperity of such community, principally, and to a degree at least, add to the betterment of the whole country and the whole people.

But there appears to be a few, at least, right here in the local organization who have a very contracted view of the aims and purposes of a Chamber of Commerce; who seem to think they can use the power of such organization principally to further their own personal business and interests, even to the detriment of others, though such other persons may be members of the same organization. They do not appear to have the mental capacity to realize that such selfish purposes on their part smother and kill the very purposes for which they pretend to be striving.

The Times editor is primarily a booster for the community in which he lives—has always been by nature a booster, and could not be anything other than a booster for his home town and community. In our efforts to such an end we have, perhaps, sometimes gone further than the safe and sane policy of "conservatism" might indicate. But our desire has always been to do that which would be the greatest service for the community. This paper is always ready and willing—yes, anxious—under its present management, to go its full length for the betterment of the community; to give freely our full share of time, goods and money to any worthy cause. But our hatred for hypocrisy and "double-crossing" is equally intense.

We want to be fair, and we propose to be fair. But we absolutely refuse to be governed in any degree by those who seem to be always ready and anxious to "knock" us and our business. We spend every day in the week, fifty two weeks in the year, working for the advance and upbuilding of Farmington and community. These "knockers" are making their living out of this community we are constantly struggling to improve, and the only thanks they accord us are their "knocks." Yes, we will be fair. Will they?

The law enforcement League of St. Francois county will be in session at the M. E. Church, South, in this city this afternoon (Friday) and a large attendance is expected. At 6 o'clock the Ladies Aid Society will serve dinner in the church basement, at 50c a plate. Both the program, and dinner will be well worth while.

AUTOMOBILE SHOW POSTPOND

Owing to the wet, disagreeable weather, it has been decided to postpone the Automobile Show one week, to

APRIL 20th-21st-22nd, AT FLAT RIVER, MO.

BEAUTIFUL NEW CARS

WONDERFUL DECORATIONS

GORGEOUS MERCHANTS' BOOTHS

MUSIC

SOMETHING DOING ALL THE TIME

LET'S GO!

IT'S FREE!